



Be Ready BUSINESS

Be Informed. Be Involved. Be Ready.

presented by
Madison Fire
and
Rescue



Be Ready **BUSINESS** *Be Informed. Be Involved. Be Ready.*

To Do:

1. Be Informed– Complete survey in this brochure. Let your employees complete the survey. Explore local preparedness websites.

2. Be Involved– Make Business Continuity Planning a priority– it's much more than just having insurance. Involve your employees in every step. Get training for your employees.

3. Be Ready – Consider the most important function of your business. Make a kit, have a plan, make a phone tree, prepare for fires and severe weather.

4. Contact **Madison Fire and Rescue** with any questions about this brochure or for help preparing your business for a disaster.





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Be INFORMED

In an emergency, the more you know the better you can help yourself, your coworkers and customers stay calm. The first step in **Be Ready Business** is to Be Informed.

- Know what kinds of emergencies might affect your company both internally and externally. Find out which natural disasters are most common in the areas where you operate.
- You may be aware of some of your community's risks; others may surprise you.
- Learn about what to do during a biological, chemical, explosive, nuclear or radiological attack by visiting: www.ready.gov/america/beinformed/index.html

Complete the **SURVEY** enclosed in this brochure to begin your thought process about business disaster planning. Pass the survey out to your employees, key partners and contractors to learn the internal and external view of your business' disaster preparedness.

WEBSITES TO EXPLORE

Much of the information in this brochure was taken from various preparedness websites. For in depth and detailed discussions of many topics covered here, refer to:

www.ready.gov/business

www.readyalabama.org/be_ready_business.html

www.redcross.org

www.cdc.gov/niosh/topics/emres/business.html

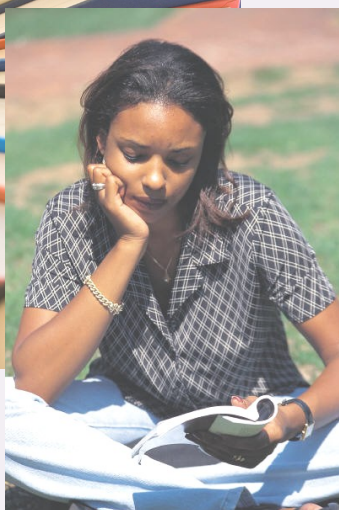
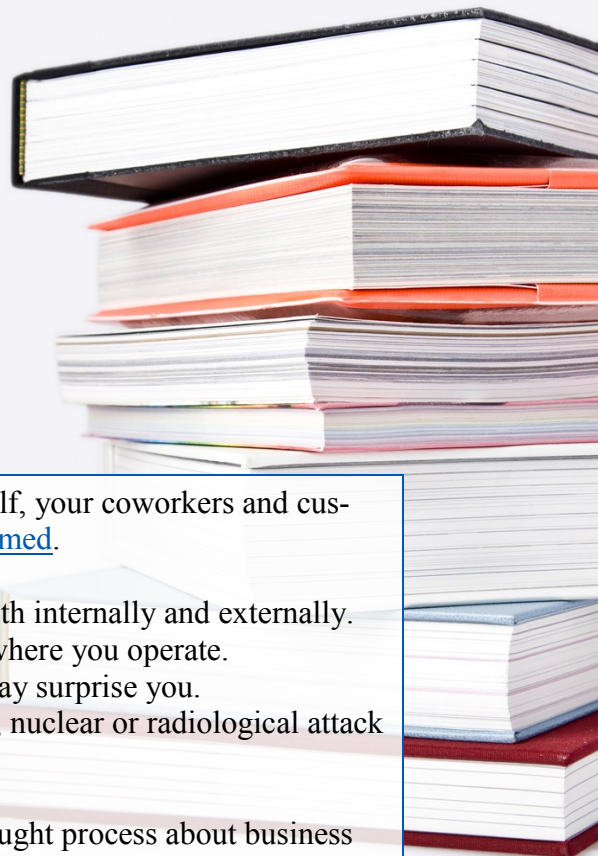
LOCAL WEBSITES TO EXPLORE

Knowing where to find important **local** information online can be essential!

MADISON FIRE AND RESCUE:
www.madisonal.gov

LOCAL EMERGENCY MANAGEMENT AGENCY :
www.madisoncountyma.com

MADISON-MARSHALL COUNTY AMERICAN RED CROSS :
www.redcrossrelief.org



Be INVOLVED

Be Ready BUSINESS

Be Informed. Be Involved. Be Ready.

Employee training

All employees, regardless of the size of the facility in which they work, should be trained in the following areas:

- Evacuation plans : Print and post evacuation routes and practice them!
 - Alarm systems : Conduct drills
 - Reporting procedures for personnel:
 - Shutdown procedures
 - Types of potential emergencies

Our Disaster Recovery Plan Goes Something Like This...



Prepare Employees for Medical Emergencies

Cardiopulmonary Resuscitation also known as CPR is an artificial way to keep blood circulating to vital organs of the body through chest compressions and breaths from a rescuer. Performing CPR gives the victim an increased chance of survival before medical personnel arrive. It is extremely important to have as many employees certified as possible in your organization. Heart attacks may occur at any time, any age and any place, so be ready and get certified.

Madison Fire and Rescue offers CPR/AED classes the first and third Saturday of each month. Call in advance to sign up for a class. Also, Madison Fire and Rescue will come to your site and conduct a class. Contact David Glassman at 256-772-3326 for further info.

CERT training for your team:


In most emergencies, bystanders or the victims themselves are the first to respond to the situation. In a large-scale disaster, police, fire and medical response may be delayed due to interrupted communication, blocked roads or limited resources. It is vital that individuals are able to assist others until professional emergency responders can arrive. A **Community Emergency Response Team (CERT)** training information brochure is included in your Be Ready Business packet.





Be INVOLVED

Continuity of Operations Plan



How quickly your company can get back to business after a terrorist attack, tornado, fire or flood often depends on emergency planning done today. Start planning now to improve the likelihood that your company will survive and recover.

- Carefully assess **how your company functions**, both internally and externally, to determine which staff, materials, procedures and equipment are absolutely necessary to keep the business operating.

-Identify **operations critical to business survival** and recovery.

- Include **emergency payroll, expedited financial decision-making and accounting systems** to track and document costs in the event of a disaster.
- Establish procedures for **succession of management**. Include at least one person who is not at the company headquarters, if applicable.
 - Identify your **suppliers, shippers, resources and other businesses** you must interact with on a daily basis.
- Develop **professional relationships** with **more than one** external company to use in case your primary contractor cannot service your needs. A disaster that shuts down a key supplier can be devastating to your business.
- **Create a contact list** for existing critical business contractors and others you plan to use in an emergency. Keep this list with other important documents on file, in your **emergency supply kit** and at an off-site location.
- Plan what you will do if your **building, plant or store is not accessible**.
 - Consider if you can run the business from a different location or from your home.
 - Develop relationships with other companies to use their facilities in case a disaster makes your location unusable.
- **Plan for payroll continuity**.
- Decide **who should participate** in putting together your emergency plan.
 - Include co-workers from all levels in planning and as **active members** of the emergency management team.
 - Consider a **broad cross-section** of people from throughout your organization, but focus on those with expertise vital to daily **business functions**. These will likely include people with technical skills as well as managers and executives.
- Define **crisis management procedures** and **individual responsibilities** in advance.
- Make sure those involved know what they are supposed to do.
- Train others in case you need back-up help.
- Meet with **other businesses in your building** or industrial complex.
- Talk with first responders, emergency managers, community organizations and utility providers.
- 5 • Plan with your suppliers, shippers and others you regularly do business with.
- Share your plans and encourage other businesses to set in motion their own continuity planning and offer to help others.

Be INVOLVED: The Plan is not just paper!

Most businesses have a plan— in a binder or on a shelf— that no one in the office but the boss and the person who wrote it has ever fully read.

Everyone needs to be a part of the plan! Everyone needs to know what pertains to them in the plan! Hold a meeting with a mock disaster scenario and have your employees pretend the business is damaged or destroyed or forced to close for a few days/weeks (such as a tornado, an ice storm, hazardous material incident, long term power outage). See if your employees know:

1. What to do
2. Where to go
3. How to communicate
4. How to continue shipping/receiving if necessary
5. How to maintain the business' most Primary Function

Primary Function: Determine which staff, materials, procedures and equipment are absolutely necessary to keep the business operating. Create a contact list with names and phone numbers of suppliers, resources and other businesses that you communicate with regularly.

Can the business be operated in a remote location if necessary?

Regularly communicate disaster and emergency awareness tips to employees. Discuss payroll continuity. Establish a phone tree/password-protected website/out-of-town phone number to communicate with everyone during an emergency. Know the needs of employees with disabilities. **Frequently review and practice what you intend to do during and after an emergency with drills and exercises.** If there are other businesses in your building, practice emergency plans with their employees if possible. Include preparedness training in new employee orientation programs. (Also, maps with critical utility and emergency routes clearly marked.)

The process of talking about “what would happen if?” with all your employees and key partners is more important than the finished paper plan itself.

Because in a disaster, no one will go running to grab the paper plan off the shelf to see what to do. But everyone will remember what they talked about and learned during planning meetings, exercises and mock scenarios.

Promote Family & Individual Preparedness

Employees care more about their families in an emergency than about maintaining business functions. If your employees and partners' families are prepared, your company and your co-workers are better positioned in an emergency situation. Educate your staff and partners in Family and Individual Preparedness.

- Encourage your employees and their families to: **Get a Kit, Make a Plan, Be Informed.** Send them to www.Ready.gov.
- Include emergency preparedness information in **newsletters, on company intranet, periodic employee emails** and other **internal communications** tools.
- Consider how workers will communicate with family members in case they are separated from one another or injured. Promote out of state contacts for families to make “I’m Okay” calls to.



Emergency Supplies

A well-designed supply kit can be invaluable during a disaster. Be sure to plan for the number of employees who may need it. Some items that you should include are:

- Water
- Food— non perishable snacks
- First aid kit
- Copies of important documents (second set at a remote site)
- Flashlights (never use candles or matches)
- Radio and batteries
- Tarps
- Cleaning supplies
- Gloves (rubber and leather)
- Plastic bags
- Camera (to document damage)
- Tool kit
- Duct tape
- Blankets
- Battery-powered weather alert radio, emergency contact list, evacuation routes



Communications Plan

Detail how your organization plans to communicate with employees, local authorities, customers and others during and after a disaster:

- It is easier to make phone calls **out of state** than across the street in a disaster.
- **Texting** typically goes through better than phone calls in a disaster.
- Consider a **mass notification system** if you have a large number of contractors, employees and others who may not be on the premises
- **Employees:** Be prepared to provide employees with information on when, if and how to report to work following an emergency.
 - Set up a password-protected page on the company website, an email alert or a call-in voice recording to communicate with employees in an emergency.
 - Be clear on how their jobs may be affected.
- **Management:** Provide top company executives with all relevant information needed for the protection of employees, customers, vendors and nearby facilities.
- **Public:** It may be important to update the general public with calm assurance that all resources are being used to protect workers and the community. Being able to communicate that plans are in place for recovery may be especially important.
- **Customers:** Update your customers on whether and when products will be received and services rendered.
- **Government:** Tell officials what your company is prepared to do to help in the recovery effort. Also communicate with local, state and federal authorities what emergency assistance is needed for you to continue essential business activity.
- **Other Businesses/Immediate Neighbors:** You should be prepared to give competing and neighboring companies a prompt briefing on the nature of the emergency so they may be able to assess their own threat levels.



Fire Preparedness

Every **15 seconds** a fire department responds to a fire somewhere in the United States. Most fires don't happen in homes, they happen in places of business.

Every business should have a **fire escape plan**. Draw your plan, making two ways out of every room. Include windows. Pick a meeting place outside, well away from the building. Tell everyone to meet there after they've escaped. That way you can count heads and tell the fire department if anyone is trapped inside.

Plans are great, but the only way to know if they work is to practice them. **Hold a fire drill**. Getting out of your own office sounds easy, but it can look very different if it's full of smoke.

Review this list of fire safety pointers:

- Make sure you have enough certified up to date **Fire Extinguishers** and be trained on how to use them. Fire extinguishers must be serviced annually by a certified fire protection company.
- Keep ALL flammable materials away from hot water heaters. Make sure you have at least 3' clearance of all materials from hot water heaters.
- Avoid using extension cords for permanent power. Use power stripes with fuses.
- Do NOT overload electrical outlets.
- Make sure all your Emergency Lights and Exit Lights are operational.
- Make sure all exit areas are clear of obstructions in the event a quick evacuation is necessary.
- If you have a restaurant establishment, make sure ALL cooking equipment is serviced annually such as hood systems and make sure fire suppression systems are serviced yearly and operational.
- Do not exceed occupancy loads.
- Conduct fire drills yearly and have up to date escape plans that all your employees know and understand.
- If your establishment has fire sprinklers make sure they are serviced annually by a certified Fire Protection Company.
- Make sure storage rooms are kept neat and orderly with at least 24" clearance in non sprinkled rooms and 18" in sprinkled rooms.
- Make sure there are no missing ceiling tiles or holes in ceilings.
- If your establishment has an automated fire alarm, make sure it is serviced annually and operational.
- Make sure you have working smoke/heat detectors in appropriate areas.
- Make sure all electrical outlets have covers as well as light switches on walls.
- Breaker Boxes doors must be kept closed at all times.

Tips for Safe Escape:

If you see smoke, try another way out. If you can't avoid smoke, crawl under it on your hands and knees. Test doors before you open them. If you touch the door and it is warm, use another escape route.

Do security bars on windows have quick-release devices? Bars need to be opened easily and quickly from the inside by everyone in the business. Make sure to practice opening them.

If you have any questions on fire safety please **call Madison Fire and Rescue at 256-772-3326.**



Be READY

Additional Business Fire Safety info.



Remember the P.A.S.S. word!

All businesses are required to have certified fire extinguishers in their business visible in the event of a small containable fire. Most individuals have never used a fire extinguisher before and the time to learn is not when there is actually an active fire in the business. It is extremely important to be trained on how to use a fire extinguisher properly. You can save lives and property if you are able to extinguish a small fire quickly and safely.

Madison Fire and Rescue will train your personnel how to use a fire extinguisher correctly for no charge. The only item needed is for your business to supply the fire extinguishers. Total training takes about an hour. You may contact David Glassman at: david.glassman@madisonal.gov or call 256-772-3326.



Fire Extinguishers

It is vital to know what type of extinguisher you are using. Using the wrong type of extinguisher for the wrong type of fire can be life-threatening. Fire extinguishers are rated by the type of fire they can put out. It is important to choose the proper fire extinguisher for each fire. Fire extinguishers are labeled with letters and/or pictures to indicate the type of fire on which the extinguisher is effective.



The first two images are ABC, the 3rd is AB

Ordinary Combustibles Fire

A

paper, wood, plastics, fabric, rubber, trash



Flammable Liquids Fire

B

gasoline, oil, grease, some paints and solvents



Electrical Fire

C

energized electrical equipment, appliances, computers, circuit breakers, wiring



A combination **ABC Dry Chemical** extinguisher can be used on more than one type of fire, and is a good choice for business use.

Be READY... for anything



****IMPORTANT for Insurance Purposes****

Computer Inventory sheet: Keep several copies of inventory lists in:

1. Your disaster plan
2. A separate offsite safe location
3. Digitally in protected, back up files.

Take digital photographs of all equipment your business

owns. Don't forget photos of furniture and vehicles. Share these photos with your insurance company before a disaster occurs. Keep copies of photos and proof of purchase documentation in protected back-up files for ease of insurance reimbursement.

General Information

User	Dept/Program
Vendor	Purchase Date/Price
Brand	Model
Model #	Serial #

Hardware Specifications

Processor (MHz)	Hard Drive (GB)
Memory (RAM)	CD/DVD Drive
Brand	Model
Other Hardware	

Software/Applications

Operating System (ex: MS Office Version)
Number and Proof of Purchase of Licenses
Antivirus Version



Monitor

Brand	Model
Model #	Serial #
Vendor	Purchase Date & Price

Remember to photograph serial numbers on all electronics.

Prepare for Utility Emergencies



Businesses are often dependent on electricity, gas, telecommunications, sewer and other utilities.

1. Plan ahead for **extended disruptions** during and after a disaster. Carefully examine which utilities are vital to your business's day-to-day operation. Speak with service providers about potential alternatives and identify back-up options.
2. Learn how and when to **turn off utilities**. If you turn the gas off, a professional must turn it back on. Do not attempt to turn the gas back on yourself.
3. Consider purchasing **portable generators** to power the vital aspects of your business in an emergency. Never use a generator inside as it may produce deadly carbon monoxide gas. It is a good idea to pre-wire the generator to the most important equipment. Periodically test the backup system's operability.
4. **Communication:** Use cell phones, walkie-talkies, or other devices that do not rely on electricity as a back-up to your telecommunications system.
5. Plan a secondary means of **accessing the Internet** if it is vital to your company's day-to-day operations.
6. If **food storage** or refrigeration is an issue for your business, identify a vendor in advance that sells ice and dry ice in case you can't use refrigeration equipment.

Cyber-Terrorism and Disgruntled Employees

Cyber-terrorism could be defined as the use of computing resources to intimidate or coerce others. Here are few key things to remember to protect your company from cyber-terrorism:

- All accounts should have passwords; the passwords should be unusual or difficult to guess.
- Change the network configuration when defects become known.
- Check with vendors for upgrades and patches.
- Audit systems and check logs to help in detecting and tracing an intruder.

If you are ever unsure about the security of a site or receive suspicious email from an unknown address, don't access it. It could be trouble. Cyber Terrorism is often caused by Disgruntled Employees. Review these:

Ways to Prevent Disgruntled Employees

1. One-on-ones: allows you to cut off potential problems before they manifest themselves. Providing employees with a safe outlet to express themselves also lets them share their concerns, which otherwise might eventually worsen their situation.
2. Coaching: Providing positive feedback when things go well and constructive criticism when tasks go wrong is all part of the process. No matter what the issue, taking an active role in their growth is important.
3. Pay Attention: Employees will see right through you if you're asking them about a situation but you're more interested in answering your BlackBerry than in listening to what they're saying.
4. New Projects: A work environment devoid of challenges (and their associated successes upon completion) can easily lead to boredom.
5. Training: Having something new to learn and bring back to share with others can motivate not just individual members but the entire team.

Remember, money may be a part of an employee's complaint but it usually is not the sole reason for their problem.



Practice the Plan—Review your emergency plans annually. Just as your business changes over time, so do your preparedness needs. When you hire new employees or when there are changes in how your company functions, you should update your plans and inform your people.

Go beyond planning and frequently practice what you intend to do during a disaster. Just as your business changes day-to-day, so should your plan. **Drills and exercises will help you prepare.**

1. If you **rent, lease or share** office space, coordinate and practice evacuation and other emergency plans **with other businesses** in your building or facility.
2. Conduct regularly scheduled **education and training seminars** to provide co-workers with information, identify needs and develop preparedness skills.
3. Include preparedness **training in new employee** orientation programs.
4. Do **tabletop exercises** with members of the emergency management team. Meet in a conference room setting to discuss individual responsibilities and how each would react to emergency scenarios.
5. Schedule **walk-through drills** where the emergency management team and response teams actually perform their designated emergency functions. This activity generally involves more people and is more thorough than a tabletop exercise.
6. **Practice evacuating and sheltering.** Have all personnel walk the evacuation route to a designated area where procedures for accounting for all personnel are tested. Practice your "shelter-in-place" plan.
7. **Evaluate and revise processes** and procedures based on lessons learned in training and exercise.
8. Keep training **records**.

Should We Stay or Should We Go?

Evacuation Plan

- Develop a system for **knowing who is in your building, including customers and visitors**, in case there is an emergency.
- **Decide in advance who has the authority to order an evacuation.** Create a chain of command.
- Identify **who will shut down critical operations and lock the doors during an evacuation.**
- Make copies of **building and site maps** with critical utility and emergency routes clearly marked
- Plan two ways out of the building from different locations throughout your facility.
- Consider the feasibility of installing **emergency lighting and install a warning system.**
- Designate an **assembly site.**
- **Account for all workers, visitors and customers** as people arrive at the assembly site.
- Determine **who is responsible for providing an all-clear** or return-to-work notification

Shelter in Place Plan

Develop a system for knowing **who is in your building** in case there is an emergency
Establish a **warning system.**

Account for all workers, visitors and customers as people arrive in the shelter.

Assign specific duties to employees in advance;

Create checklists for each specific responsibility

The most common severe weather disasters in Madison County are:

1. Severe Thunderstorms- including damaging lightning and straight line winds

To do to **Be Ready**:

- Remove dead or rotting trees and branches that could fall, causing injury or damage in a severe thunderstorm.
- Secure outdoor objects that could blow away or blow into your business causing damage.

Straight Line Winds- (also known as a microbursts, downbursts, etc.) occur 5 to 8 times more often than tornados. These winds, which come from collapsing thunderstorms, can have winds up to 100 mph. Year after year, they do more property damage than tornados. Be alert: they often occur without warning and can produce damage similar to that of a tornado.

Lightning- According to the National Weather Service, since 1990, lightning has killed sixteen people and injured 186 in the State of Alabama. In an average year, lightning will claim more victims than tornados or hurricanes.

Remember the **30/30 Lightning Safety Rule**: Go indoors if, after seeing lightning, you cannot count to 30 before hearing thunder. Stay indoors for 30 minutes after hearing the last clap of thunder.

2. Floods

To do to **Be Ready**:

- Find out if your business is at risk for flood. Visit www.FloodSmart.gov
- Elevate the furnace, water heater and electric panel in your business if your location is in an area of high flood risk.
- Most business insurance plans **do not** cover flooding!
- Learn about the National Flood Insurance Program and find local agents at www.floodsmart.gov

You won't know how deep the water is or if the road under water is damaged ...



3. Tornados

To do to **Be Ready**:

- Storm shelters or basements provide the best protection.
- If underground shelter is not available, go into an interior room or hallway on the lowest floor possible.
- In a high-rise building, go to a small interior room or hallway on the lowest floor possible.
- Stay away from windows, doors and outside walls. Go to the center of the room. Stay away from corners because they attract debris.

Most injuries are caused by flying debris; put as many barriers (walls and floors) and padding (blankets, coat or mattress) as possible between you and a tornado. Crouch down, keep as low as possible.

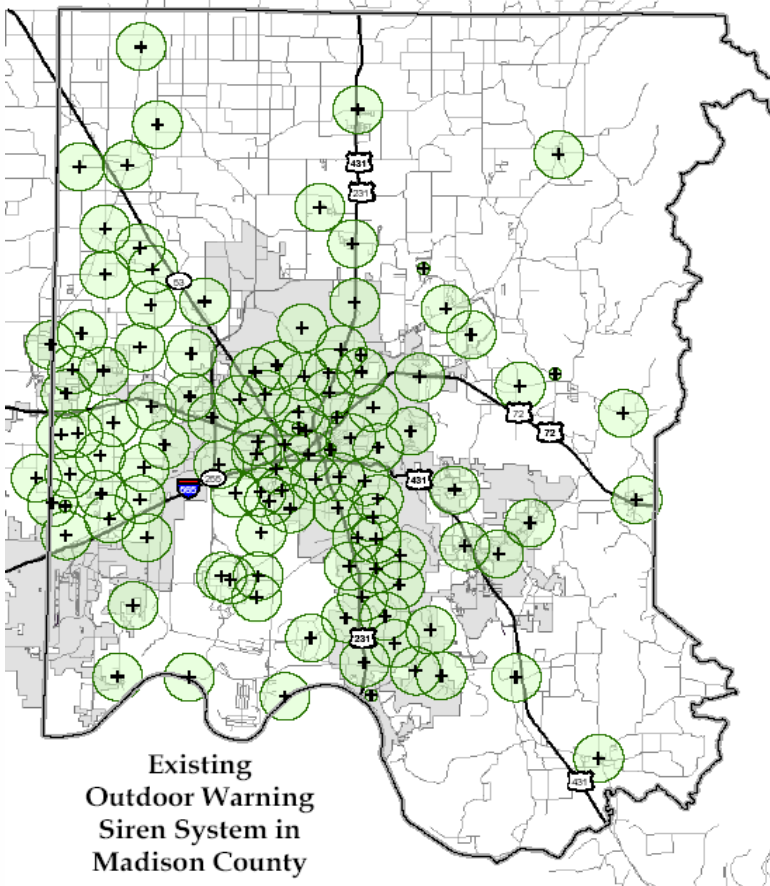


4. Winter Weather

Even a little bit of snow or ice can shut down major roadways in Madison County and affect your business.

To do to **Be Ready**:

- Have Ice Melt agents like salt available for stairways and walk ways in and around your business.
 - Bring work home with you in case you cannot get to work the next day.
 - Have supplies at the office in case you are stranded at work by a storm.
 - Remind your employees to keep warm blankets, snacks, water and signals in their cars- for being stranded on the roads.
- Remember: heavy accumulations of ice and snow can bring down trees and topple utility poles and communication towers. Ice and snow can disrupt communications and power for days while utility companies repair extensive damage. Bridges and overpasses are particularly dangerous because they freeze before other surfaces. Make sure if a winter storm is forecasted your staff are ready.



+ Existing Outdoor Warning Sirens

Existing Siren Coverage

Each siren can be heard within a one mile radius of the siren location.

Source: Madison County EMA

Date Updated: Sept. 2008

Created By: City of Huntsville, Planning Division,
Geographic Information Systems (GIS)

The sirens are sounded when a **tornado warning** is issued for Madison County. They may be activated for other life threatening situations which require emergency preparedness response actions by the population. When you hear the sirens, go indoors and turn on your local media for important information. The siren warning system is tested the **first Wednesday of the month at noon**, except during instances of threatening weather or City holidays.

**Call 911 in case of an emergency
but...**

During a disaster, avoid calling 911 unless you are in danger.
911 lines are needed to help those in life threatening situations.
If everyone affected by the disaster calls and overwhelms the 911 center,
time may be taken from those in immediate life-threatening danger.

Information or non-emergency-dispatch lines of local agencies involved in
disaster preparedness:

City of Madison Fire Department: 256-722-7190

City of Madison Police Department: 256-722-7190

Huntsville-Madison County Emergency Management Agency:
256-427-5130

American Red Cross- Madison-Marshall County Chapter
256-536-0084, Ext. 310 for Disaster Services



Special Thanks to the Huntsville-Madison County
Emergency Management Agency
for assistance with Be Ready Business!

www.madisoncountyema.com or follow them on Twitter: HMCEMA